

**WHAT IS CLAIMED IS:**

1. A method for providing information through a broadcast signal, comprising:  
generating a digital broadcast signal;  
selecting an item included in a scene presented from the generated broadcast  
signal; and

5 multiplexing information for the selected item and address information for  
a web site providing detailed information for the selected item with the generated  
broadcast signal.

2. The method according to claim 1, wherein the digital broadcast signal is an  
air-broadcast digital television signal.

3. The method according to claim 1, wherein the digital broadcast signal is a  
digital data stream broadcast in one of a multi-casting and a uni-casting format through  
the Internet.

4. The method according to claim 1, wherein the information for the selected  
item is to differentiate the selected item from others.

5. The method according to claim 1, wherein the information for the selected item is accessible through interaction by a user.

6. The method according to claim 1, further comprising recording the generated broadcast signal including information on the selected product item and the web site address in a recording medium.

7. A method for obtaining supplementary information on an item using a broadcast signal and a network, comprising:

receiving a digital broadcast signal;

extracting first information on a selectable item included in a scene from the digital broadcast signal and address information of a web site providing second information for the item from the received digital broadcast signal; and

making a connection with the web site addressed by the extracted address information according to a user's selection of the extracted first information on the selectable item.

8. The method according to claim 7, wherein the digital broadcast signal is an air-broadcast digital television signal.

9. The method according to claim 7, wherein the digital broadcast signal is a digital data stream broadcast in one of a multi-casting format and a uni-casting format through the Internet.

10. The method according to claim 7, wherein the first information on the selectable item is to differentiate the selectable item from other selectable items in the digital broadcast signal.

11. The method according to claim 7, wherein the connection enables to access the second information about the selected item, wherein the second information is larger than the first information.

12. A method for supplying information through a broadcast signal comprising:  
receiving an incoming broadcast signal with a plurality of frames;  
identifying a plurality of selectable items in at least one of the plurality of frames;

obtaining first information on each of the plurality of selectable items for presentation;

multiplexing the first information on each of the plurality of selectable items to provide the first information correspondingly within the received broadcast signal; and

constructing an outgoing broadcast signal that includes the incoming broadcast signal and the multiplexed information.

13. The method according to claim 12, wherein the first information provided comprises at least one of product sales information, product use information and product address information.

14. The method according to claim 13, wherein the product address information comprises a worldwide web address or hyperlink.

15. The method according to claim 12, wherein the outgoing broadcast signal is a digital data stream broadcast.

16. The method according to claim 15, wherein said digital data stream broadcast is in one of a multi-casting format and a uni-casting format through the Internet.

17. The method according to claim 12, wherein the outgoing broadcast is an air-broadcast digital television signal.

18. The method according to claim 12, further comprising recording the outgoing broadcast signal on a recording medium.

19. A broadcast system comprising:

a video acquisition unit receiving an incoming broadcast signal with a plurality of frames;

a controller identifying a plurality of selectable items in at least one of the plurality of frames;

a product information composer obtaining first information on each of the plurality of selectable items for presentation;

a storage unit for storing the first information and the incoming broadcast signal; and

a multiplexer coupled to the controller for multiplexing the first information on each of the plurality of selectable items to provide the first information correspondingly within the received broadcast signal to construct an outgoing broadcast signal.

20. The system according to claim 19, wherein the first information provided comprises one of product sales information, product use information and product address

information, and wherein the outgoing broadcast signal is one of a digital data stream broadcast.